



CITY OF MENIFEE

SUBJECT: Agreement with Advantage Mailing, LLC for Printing Services and Authorization of Postage for Menifee Matters Magazines and Quality of Life Newsletters

MEETING DATE: July 19, 2023

TO: Mayor and City Council

PREPARED BY: Rebekah Kramer, Assistant to the City Manager

REVIEWED BY: Rochelle Clayton, Assistant City Manager

APPROVED BY: Armando G. Villa, City Manager

RECOMMENDED ACTION

1. Approve and authorize the City Manager to execute a Professional Services Agreement with Advantage Mailing, LLC, for printing services in an amount not-to-exceed \$64,120 in Fiscal Year (FY) 2023/2024 and in an amount not-to-exceed \$69,346 in FY 2024/2025 for the quarterly Menifee Matters magazines and biannual Quality of Life (Measure DD) newsletters; and
2. Authorize the City Manager to approve three one-year auto-renewals with an annual increase not-to-exceed 8% per year to provide for printing rate and volume increases resulting from the anticipated growth in population; and
3. Authorize the City Manager to approve an annual USPS purchase order for the postage of the quarterly Menifee Matters magazines and biannual Quality of Life (Measure DD) newsletters for a period of five years, from July 1, 2023, through June 30, 2028, based upon the standard Every Door Direct Mail rate.

DISCUSSION

On April 18, 2023, the City issued Request for Proposal (RFP) No. 2023-16 for printing and mail distribution services for the quarterly Menifee Matters magazine and biannual Quality of Life (Measure DD) newsletter publications. Distributed to every residence in the City, Menifee Matters is a 20-page seasonal magazine designed to keep the community informed about what is happening in the City including community events, classes, camps, activities, infrastructure projects, community clean-ups, and the like. The Quality of Life (Measure DD) newsletter is distributed to all City residences twice a year, providing information about how the quality-of-life

general sales tax revenue is being put to work in the community. The Communications Division, under the direction of the Public Information and Legislative Affairs Officer, in collaboration with various City departments, is responsible for developing each of these publications.

RFP Process

A total of three proposals were received by the submittal deadline of May 18, 2023. Subsequently, a comprehensive evaluation of the proposals received was completed by the review committee comprised of staff in the Communications and City Executive Offices. Proposals were reviewed and ranked based on the qualifications and experience of the firms and their project team, service delivery approach, and cost.

TABLE 1 – RFP Response Summary

Firm	Average Score (100 possible point)	Menifee Matters Printing Cost (Per Piece / 40,000 Copies)	Quality of Life Printing Cost (Per Piece / 40,000 Copies)
Advantage Mailing	90.67	\$0.3196	\$0.1623
Westamerica Communications	88.33	\$0.705	\$0.357
Admail Express	61.00	\$0.707	\$0.583

The results of the evaluation identified Advantage Mailing, LLC, as the most competitive proposal, with printing rates 120% lower than the other two respondents. Advantage Mailing has been providing printing services for 29 years and has been serving the City of Menifee since 2017. In that time, Advantage Mailing has consistently produced high quality print materials on time and within budget.

The proposed Professional Services Agreement (PSA) term is for a two-year period extending from July 19, 2023, through June 30, 2025, with three one-year renewals. The agreement terms allow for an annual increase of up to 8%. This includes an increase in volume of up to 5% based upon the number of households added within the City and a rate increase of up to 3% based upon a combination the Consumer Price Index (CPI) and Produce Price Index (PPI) for the Riverside-San Bernardino-Ontario published by the Bureau of Labor Statistics. Any rate increase above 3% would require an agreement amendment reviewed and approved by the City Council.

Each of these publications are distributed by mail to all city residences using Every Door Direct Mail (EDDM) rate established by the USPS. Staff is also seeking authorization for the City Manager to approve an annual Purchase Order to mail the quarterly Menifee Matters magazines and the biannual Quality of Life newsletters. Beginning on July 1, 2023, the USPS EDDM rate will be set at \$0.197 per piece for a projected cost of \$46,689 to mail six publications to an estimated 39,500 residents in FY 2023/2024.

STRATEGIC PLAN OBJECTIVE

Community Engagement and Social Infrastructure

FISCAL IMPACT

The estimated fiscal impact of print services and postage in FY 2023/2024 is \$110,809 and \$120,852 (based on assumed 5% increases in mailing costs and residents reached) in FY 2024/2025 for a total of \$231,661. The associated costs have been included as part of the adopted FYs 2023/2024 and 2024/2025 budgets within the Communications Division Account No. 100-4121-51300 (Printing & Duplication) and Account No. 100-4121-51200 (Postage). Funding for the three additional one-year renewals would be established as part of the respective year's operating budget. No additional budget appropriation action(s) are required.

ATTACHMENTS

1. PSA - Advantage Mailing